



COMMUNITY DEVELOPMENT DEPARTMENT  
PLANNING DIVISION  
3300 Newport Boulevard, Building C, Newport Beach, CA 92663  
(949) 644-3200 Fax: (949) 644-3229  
[www.newportbeachca.gov](http://www.newportbeachca.gov)

**CITY OF NEWPORT BEACH**  
**ZONING ADMINISTRATOR STAFF REPORT**  
March 28, 2012  
Agenda Item No. 2

**SUBJECT:** Dove Street Sign Modification - (PA2012-007)  
1801 Dove Street  
▪ Modification Permit No. MD2012-003

**APPLICANT:** David Lewis - Blake Signs

**PLANNER:** Rosalinh Ung, Associate Planner  
(949) 644-3208, [rung@newportbeach.ca.gov](mailto:rung@newportbeach.ca.gov)

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**ZONING DISTRICT/GENERAL PLAN**

- **Zoning District:** Professional & Business Office Site 9 of the Newport Place Planned Community (PC-11)
- **General Plan:** General Commercial Office

**PROJECT SUMMARY**

The applicant proposes a modification permit to amend the comprehensive sign program for the Hangers to allow Building #18 to have three (3) new wall signs that will exceed the permitted letter/logo height and maximum square footage.

**RECOMMENDATION**

- 1) Conduct a public hearing; and
- 2) Adopt Draft Zoning Administrator Resolution No. 2012-\_, approving Modification Permit No. MD2012-003 (Attachment No. ZA 1).

**DISCUSSION**

- The subject property is located within the Hangers, formally known as Newport Commerce. The 17-acre, multi-business complex consists of 18 individual buildings and is bounded by Birch Street to the north, Westerly Place to the

south, Dove Street to the east, and Quail Street to the west. The applicant owns and occupies Building #18 which is located at the northern part of the complex.

- Signage for the Hangers complex is governed by a comprehensive sign program that was approved on September 25, 2008. Wall sign (labeled as Type A in the sign program) allowance is limited to 24 inches in height and 12 square feet in size with a maximum of two signs per building elevation.
- Before the comprehensive sign program approval, the complex was improved and occupied with industrial uses. According to the Newport Place Planned Community Development Plan, wall sign allowance for the industrial sites is limited to a maximum of ten (10) percent of the area of the elevation upon which the sign is located. For multi-tenant buildings, each individual industry shall be limited to a four-inch letter sign.
- On September 14, 2010, the complex was re-designated from Industrial Site 4 to Professional and Business Office Site 9. This action includes the revision of the Land Use Plan, permitted uses and development standards to allow the complex to develop as a professional and business office complex. The comprehensive sign program for the entire complex stays in place with no changes proposed.
- In September 2012, the applicant purchased the subject property and conducted a complete renovation of the 2-story, 12,000 square-foot building. As the subject property is now occupied by a professional office use, the strict application of the sign standards governed by the sign program would result in inadequate signage for the subject property. The applicant is, therefore, requesting the approval of a modification permit to the comprehensive sign program to increase the size and height of the wall sign only applicable to their property (Building #18) as follows:

Sign Type	Existing (Permitted by Sign Program)	Proposed
Wall Sign (Type A)	Building 18 <ul style="list-style-type: none"><li>• Letter or Logo: 24 inches</li><li>• Sign Area: 12 sq. ft.</li><li>• 2 signs per building elevation</li></ul>	Building 18  One wall sign to be located on the East, North and South elevations: <ul style="list-style-type: none"><li>• East Elevation: Maximum letter or logo height: 38 inches and maximum sign area: 38 sq. ft.</li><li>• North and South Elevations: Maximum letter or logo height: 24 inches and maximum sign area: 15 sq. ft. for each wall sign.</li></ul>

- The granting of a modification is necessary to allow larger and visible signage on the east, north and south elevations. The comprehensive sign program was originally created to provide signage for the light industrial uses with limited general public/customer interaction and access. As the complex slowly evolves into a more business-like environment with corporate offices and professional uses as permitted by the Newport Place Planned Community, wall sign allowance for these tenants is no longer adequate. The larger wall signs will provide greater convenience to patrons and motorists in locating the subject property.
- The proposed wall signs are a logical design solution to identify main business tenants occupying the subject property. The wall signs will be in scale with the existing development and complement its surroundings and will not be detrimental to the surrounding neighborhood or to the general public.

### **ENVIRONMENTAL REVIEW**

The project qualifies for a Class 11 (Accessory Structures) categorical exemption of the California Environmental Quality Act because it involves the construction of wall signs which is incidental and accessory to the principal office use of the property and does not intensify or alter the use.

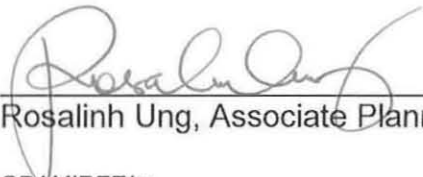
### **PUBLIC NOTICE**

Notice of this hearing was published in the Daily Pilot, mailed to all owners of property within 300 feet of the boundaries of the site (excluding intervening rights-of-way and waterways) including the applicant and posted on the subject property at least 10 days prior to the decision date, consistent with the provisions of the Municipal Code. Additionally, the item appeared upon the agenda for this meeting, which was posted at City Hall and on the City website.

### **APPEAL PERIOD**

An appeal may be filed with the Director of Community Development or City Clerk, as applicable, within fourteen (14) days following the date the action or decision was rendered unless a different period of time is specified by the Municipal Code (e.g., Title 19 allows ten (10) day appeal period for tentative parcel and tract maps, lot line adjustments, or lot mergers). For additional information on filing an appeal, contact the Planning Division at 949 644-3200.

Prepared by:



Rosalinh Ung, Associate Planner

GRAMIREZ/ru

Attachments:	ZA 1	Draft Resolution
	ZA 2	Vicinity Map
	ZA 3	Project Plans

# **Attachment No. ZA 1**

Draft Resolution

## **RESOLUTION NO. ZA 2012-0XX**

### **A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF NEWPORT BEACH, APPROVING MODIFICATION PERMIT NO. MD2012-003 TO AMEND THE COMPREHENSIVE SIGN PROGRAM TO ALLOW BUILDING #18 TO CONSTRUCT THREE WALL SIGNS LOCATED AT 1801 DOVE STREET (PA2012-007)**

THE ZONING ADMINSTRATOR OF THE CITY OF NEWPORT BEACH HEREBY FINDS AS FOLLOWS:

#### **SECTION 1. STATEMENT OF FACTS.**

1. An application was filed by Blake Signs, with respect to property located at 1801 Dove Street, and legally described as Parcel No. 14 of Page 1, Parcel Map Book 364, requesting approval of a modification permit.
2. The applicant proposes a modification permit to amend the existing comprehensive sign program (MD2008-030) for the Hangers business complex to allow Building #18 to have three (3) new wall signs that will exceed the permitted letter/logo height and maximum square footage.
3. The subject property is located within the Professional & Business Office Site 9 of the Newport Place Planned Community and the General Plan Land Use Element category is General Commercial Office (CO-G).
4. The subject property is not located in the Coastal zone.
5. A public hearing was held on March 28, 2012, in the City Hall Council Chambers, 3300 Newport Boulevard, Newport Beach, California. A notice of time, place and purpose of the meeting was given in accordance with the Newport Beach Municipal Code. Evidence, both written and oral, was presented to, and considered by, the Zoning Administrator at this meeting.

#### **SECTION 2. CALIFORNIA ENVIRONMENTAL QUALITY ACT DETERMINATION.**

1. The project has been reviewed, and it qualifies for a categorical exemption pursuant to Section 15311 of the California Environmental Quality Act under Class 11 (Accessory Structures) of the Implementing Guidelines of the California Environmental Quality Act.
2. Class 11 includes construction or replacement of minor structures such as on-premise signs accessory to (appurtenant to) existing professional and commercial facilities. The proposed wall signs are incidental and accessory to the principal use of the property and does not intensify or alter the use.

### SECTION 3. REQUIRED FINDINGS.

#### *Modification Permit*

In accordance with Section 20.52.050 E. (Required Findings, Modification Permits) of the Newport Beach Municipal Code (NBMC), the following findings and facts in support of the finding for a Modification Permit are set forth:

#### Finding

*A. The requested modification will be compatible with existing development in the neighborhood.*

#### Fact in Support of Finding

1. The subject property is located within the Professional & Business Office Site 9 of the Newport Place Planned Community and the General Plan Land Use Element category is CO-G (General Commercial Office). Professional & Business Office Site 9 is intended to provide administrative, professional, and medical offices with limited accessory retail and service uses. The existing professional and business office complex is consistent with this land use designation. The proposed signage is accessory to the primary use.
2. The proposed wall signs are designed to be proportional to the dimensions of the building elevations and are compatible in size and design with other wall signs on the commercial-designated neighboring properties and in the surrounding commercial area.
3. The proposed wall signs do not constitute or contribute to a significant proliferation of signs which would be inconsistent with the neighborhood character.

#### Finding

*B. The granting of the modification is necessary due to the unique physical characteristic(s) of the property and/or structure, and/or characteristics of the use.*

#### Fact in Support of Finding

1. The granting of the modification is necessary due to the physical improvements made to the building elevations. The applicant is requesting slightly larger signage on the east, north and south elevations in order for the new signage to be proportional with the newly renovated building.

Finding

- C. The granting of the modification is necessary due to practical difficulties associated with the property and that the strict application of the Zoning Code results in physical hardships that are inconsistent with the purpose and intent of the Zoning Code.*

Fact in Support of Finding

1. The granting of a modification is necessary in this case to allow larger and more visible signage on the east, north and south elevations. The comprehensive sign program was originally created to provide signage for the light industrial uses located within the entire complex. As the complex is slowly evolving into a more business-like environment with corporate offices and professional uses as permitted by the Newport Place Planned Community, wall sign allowance for these tenants is no longer adequate. The larger wall signs will provide greater convenience to patrons and motorists in locating the subject property.

Finding

- D. There are no alternatives to the Modification Permit that could provide similar benefits to the applicant with less potential detriment to surrounding owners and occupants, the neighborhood, or to the general public.*

Fact in Support of Finding

1. An alternative to the modification permit would require an amendment to the Newport Place Planned Community Development Plan. However, the proposed wall signs are consistent with the intent of the Planning Community and Zoning Code, which is to promote the commercial development of the site by providing adequate wall signage for building identification purposes and improving way-finding to this location.
2. The proposed wall signs are a logical design solution to identify main business tenants occupying the subject property. The wall signs will be in scale with the existing development, complement its surroundings and will not be detrimental to the surrounding neighborhood or to the general public.

Finding

- E. The granting of the modification would not be detrimental to public health, safety, or welfare to the occupants of the property, nearby properties, the neighborhood, or the City, or result in a change in density or intensity that would be inconsistent with the provisions of this Zoning Code.*



Fact in Support of Finding

1. The wall signs will be constructed on private property and will neither change the density or intensity of the existing commercial use nor affect the flow of light or air to adjoining properties.
2. The wall signs are not excessive in height, area, or length and they will not significantly diminish the individual building elevations to which they will be located on. The wall signs are adequately designed to promote public convenience by making the building identification more visible to motorists driving on Dove Street and within the Newport Commerce complex.

SECTION 4. DECISION.

**NOW, THEREFORE, BE IT RESOLVED:**

1. The Zoning Administrator of the City of Newport Beach hereby approves Modification Permit No. MD2012-003, subject to the conditions set forth in Exhibit A, which is attached hereto and incorporated by reference.
2. Comprehensive sign program (MD2008-030) for the Hangers shall be amended as provided in Exhibit "B", with all other provisions of the existing sign program remaining unchanged and in full force and effect.
3. Modification Permit applications do not become effective until 14 days following the date of action. Prior to the effective date, the applicant or any interested party may appeal the decision of the Zoning Administrator to the Planning Commission by submitting a written appeal application to the Community Development Director. For additional information on filing an appeal, contact the Planning Division at (949)644-3200.

**PASSED, APPROVED AND ADOPTED THIS 28TH DAY OF MARCH, 2012.**

By: \_\_\_\_\_  
Brenda Wisneski, AICP, Zoning Administrator

**EXHIBIT “A”**

**CONDITIONS OF APPROVAL**

1. The number, size and location of the wall signs shall comply with the limitations specified in the Sign Program Matrix included in Exhibit “B”.
2. The building address sign shall not exceed eight (8) inches in height.
3. Prior to issuance of building permits, the applicant shall submit to the Planning Department an additional copy of the approved architectural plans for inclusion in the Modification Permit file. The plans shall be identical to those approved by all City departments for building permit issuance. The approved copy shall include architectural sheets only and shall be reduced in size to 11 inches by 17 inches. The plans shall accurately depict the elements approved by this Modification Permit and shall highlight the approved elements such that they are readily discernible from other elements of the plans.
4. A building permit shall be obtained prior to commencement of the construction and/or installation of the signs.
5. A copy of this approved resolution shall be incorporated into the Building Department and field sets of plans prior to issuance of the building permits.
6. This approval shall expire unless exercised within 24 months from the date of approval as specified in Section 20.54.060.A (Time limits) of the Newport Beach Municipal Code, unless an extension is approved prior to the expiration date of this approval, in accordance with Section 20.54.060.B (Extensions of time) of the Newport Beach Municipal Code.
7. To the fullest extent permitted by law, applicant shall indemnify, defend and hold harmless City, its City Council, its boards and commissions, officials, officers, employees, and agents from and against any and all claims, demands, obligations, damages, actions, causes of action, suits, losses, judgments, fines, penalties, liabilities, costs and expenses (including without limitation, attorney's fees, disbursements and court costs) of every kind and nature whatsoever which may arise from or in any manner relate (directly or indirectly) to City's approval of the Dove Street Sign including, but not limited to, Modification Permit No. MD2012-003 (PA2012-007). This indemnification shall include, but not be limited to, damages awarded against the City, if any, costs of suit, attorneys' fees, and other expenses incurred in connection with such claim, action, causes of action, suit or proceeding whether incurred by applicant, City, and/or the parties initiating or bringing such proceeding. The applicant shall indemnify the City for all of City's costs, attorneys' fees, and damages which City incurs in enforcing the indemnification provisions set forth in this condition. The applicant shall pay to the City upon demand any amount owed to the City pursuant to the indemnification requirements prescribed in this condition.




**EXHIBIT “B”**

**Table Matrix**

**COMPREHENSIVE SIGN PROGRAM (MD2008-030) PA2008-110**

1800 – 1900 Quail Street  
3900 – 4120 Birch Street  
3901 – 4121 Westerly Place  
1801 -1901 Dove Street  
Newport Beach, CA 92660

**TABLE 1: Includes Frontage Designation and Size Limitations**

SIGN TYPE DESIGNATION	SIGN LOCATION AND LIMITATIONS
 <b>Wall Sign</b>	<p>BUILDINGS 1 THRU 17 Maximum Letter or Logo Height: 24- inches Maximum Area: 12-sq. ft. Maximum of two signs per building elevation.</p> <p><b>BUILDING 18</b> One wall sign per each elevation (East, North and South)</p> <ul style="list-style-type: none"> <li>• <b>East Elevation: Maximum letter or logo height: 38 inches and maximum sign area: 38 sq. ft.</b></li> <li>• <b>North and South Elevations: Maximum letter or logo height: 24 inches and maximum sign area: 15 sq. ft. for each building elevation</b></li> </ul>
 <b>Directional Sign</b>	<p>VARIOUS LOCATIONS TO INCLUDE ENTRANCES FROM STREET Maximum Height: 3-ft Maximum Width: 4-ft One single or double-sided sign per driveway entrance from public street, interior project directional signs may be permitted, subject to review and approval by the Planning Division and Public Works Department.</p>
 <b>Tenant Identification Sign at Entry</b>	<p>BUILDINGS 1 THRU 18 MAXIMUM: Vertical Dimension - 12 inches, Area - 3 square feet Letter Height - 6 inches. Logo Height - 10 inches Number - One per tenant only, located at or near the main tenant entrance only.</p>
<b>Project Identification Signs</b>	<p>Various locations as previously approved by Modification Permit No. 2001-096 (PA2001-168), Which permitted installation of four project identification signs, may be continued in accordance with that approval.</p>

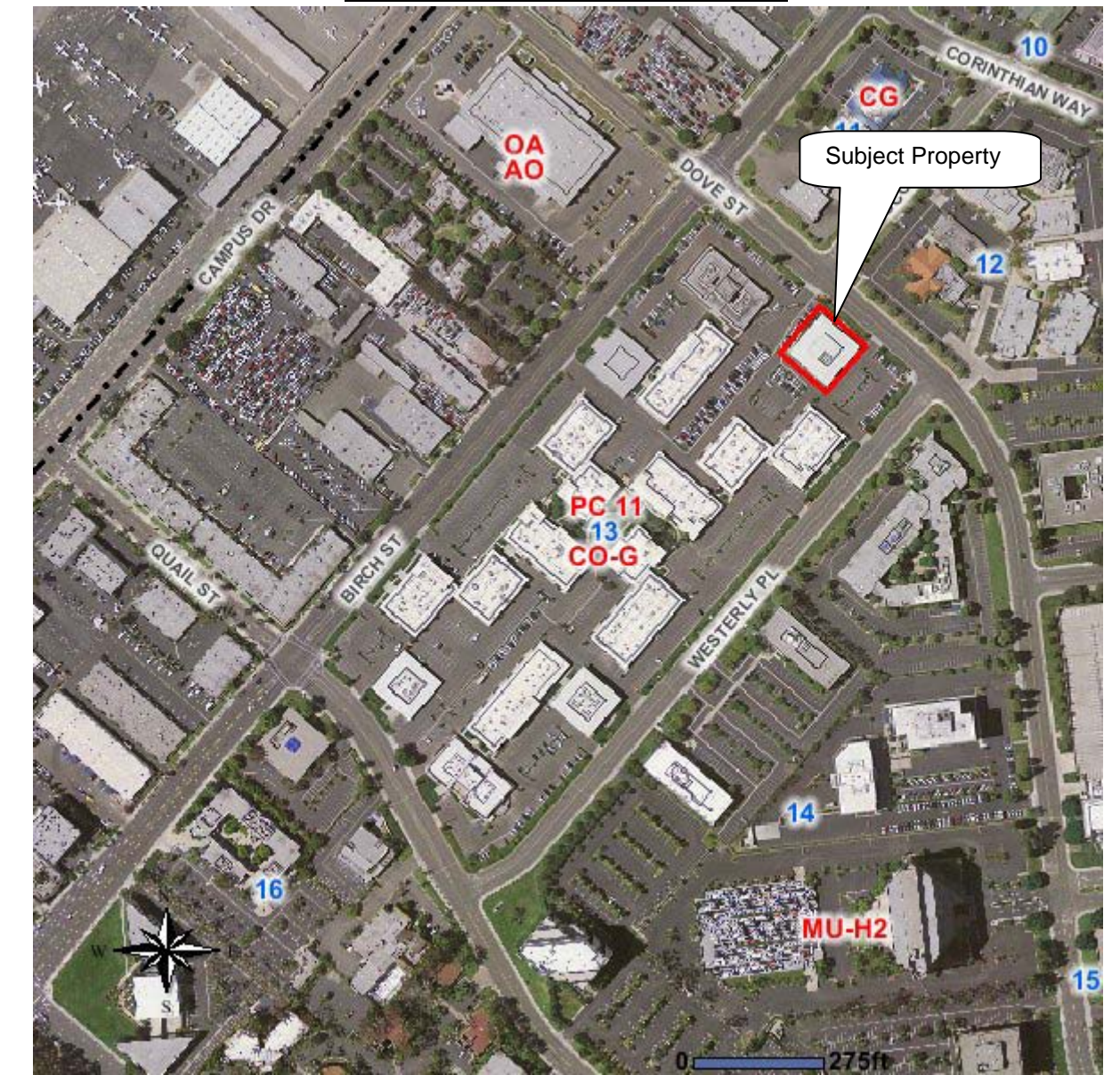
**NOTES:**

- Amendments to this program may be conducted by a written staff approval, unless otherwise required by the Zoning Administrator.

# **Attachment No. ZA 2**

Vicinity Map

# VICINITY MAP



Modification Permit No. MD2012-003  
PA2012-007

**1801 Dove Street**

# **Attachment No. ZA 3**

Project Plans





This sign will consist of 3" deep LED "Halo" illuminated aluminum channel letters as shown.  
Letter faces and edges will be painted Matthews MP46305 Medium Bronze.  
The logo face and edges will be painted Matthews MP46305 Medium Bronze painted with white painted graphics on front as shown.

The overall size of this sign will be 3 feet 2 inches tall by 12 feet wide.

The overall square footage of this sign will be 38 square feet.

One of these signs will be made and installed.



CLIENT  
**Compak Asset Management**  
1801 Dove St. Irvine CA 92660

CONTACT  
**Feroz Ansari**  
949.679.2500

SALES PERSON  
**Rick Batt**  
Rick.Batt@signspecialists.com

JOB NUMBER  
**816935**

ITEM:  
**Building Elevation**

STATUS  
**Permit Documentation**

DATE  
**2.09.12 version 4.0**

DESIGNER  
**Daniel Chappell**  
daniel.chappell@signspecialists.com

SCALE  
**2 : 4**

EXHIBIT A.I

Approx. 1" Spacing from wall to allow for halo lighting

3" Aluminum Returns

Class 2  
LED lighting  
(low voltage)

Aluminum Faces

1/8" set screws  
thru aluminum return  
into metal clip

drain holes (min. 2 per letter)  
(outdoor only)

3/16" x 3" long  
stainless steel screws and  
expansion sleeves and/or  
toggles depending on conditions.  
(min. 4 qty per letter)

\*All penetrations sealed with RTV silicone

Building Fascia

Class 2 low voltage wire

Class 2 low voltage wire  
(letter to transformer box)

12volt power pack with  
disconnect switch UL listed

To Dedicated Power Supply

Approved Fasteners

Ground (to permanent set screw)

Interior ceiling structure

Side Elevation

Note: Signs are intended to be installed in accordance with the installation instructions provided with the sign sections and the NEC. Authorities Having Jurisdiction are responsible for the ultimate decision to approve an installation



CLIENT

Compak Asset Management  
1801 Dove St. Irvine CA 92660

CONTACT

Feroz Ansari  
949.679.2500

SALES PERSON

Rick Batt  
Rick.Batt@signspecialists.com

JOB NUMBER

816935

ITEM:

Building Elevation

STATUS

Permit Documentation

DATE

2.09.12 version 4.0

DESIGNER

Daniel Chappell  
daniel.chappell@signspecialists.com

SCALE

2 : 4





EXHIBIT A.2 NORTH ELEVATION / Partial

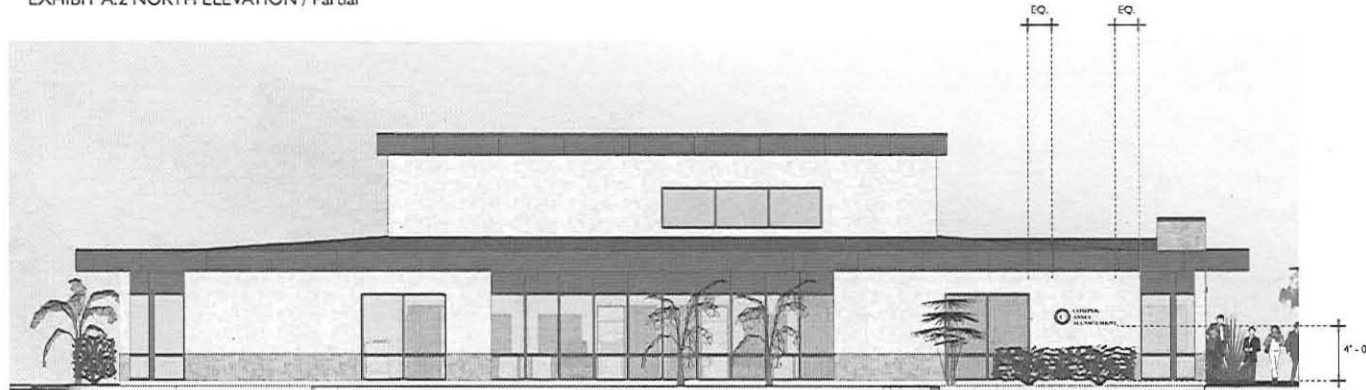
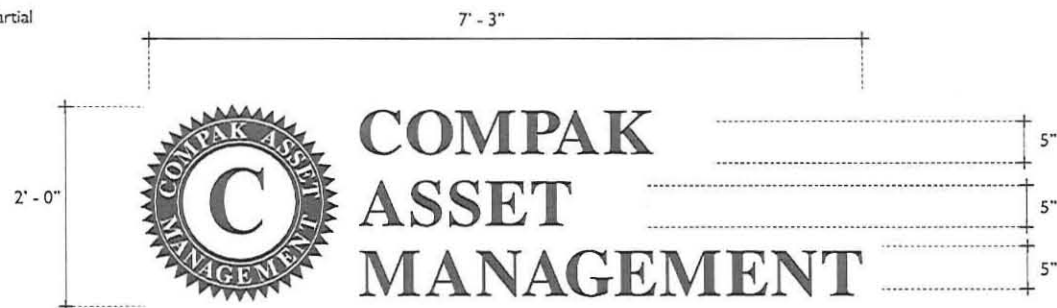


EXHIBIT A.3 SOUTH ELEVATION / Partial



**BUILDING SIGN / SPECIFICATIONS**

1 inch thick sealed cell foam letters and logo with 1/16" thick aluminum faces and edges painted Matthews MP46305 Medium Bronze.

Two of these signs will be made and installed, one at the North Elevation and one at the South Elevation. Each sign measures 14-1/2 square feet.



**CLIENT**

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1801 Dove St. Irvine CA 92660

**CONTACT**

Feroz Ansari  
949.679.2500

**SALES PERSON**

Rick Batt  
Rick.Batt@signspecialists.com

**JOB NUMBER**

816935

**ITEM:**

Building Elevation

**STATUS**

Permit Documentation

**DATE**

2.09.12 version 4.0

**DESIGNER**

Daniel Chappell  
daniel.chappell@signspecialists.com

**SCALE**

2 : 4

1-1/2" Foam Returns  
with 1/16" aluminum faces

Building Fascia

3/16" x 4" long  
aluminum studs with 1"  
embedment into foam.  
(min. 3 qty per letter)

\*All penetrations sealed with RTV silicone

Side Elevation



CLIENT

Compak Asset Management  
1801 Dove St. Irvine CA 92660

CONTACT

Feroz Ansari  
949.679.2500

SALES PERSON

Rick Batt  
Rick.Batt@signspecialists.com

JOB NUMBER

816935

ITEM:

Building Elevation

STATUS

Permit Documentation

DATE

2.09.12 version 4.0

DESIGNER

Daniel Chappell  
daniel.chappell@signspecialists.com

SCALE

2 : 4

# PLOT PLAN WITH SIGN INSTALLATION LOCATIONS

A<sub>1</sub> - Channel Letter Sign

A<sub>2</sub> - Foam Sign

A<sub>3</sub> - Foam Sign

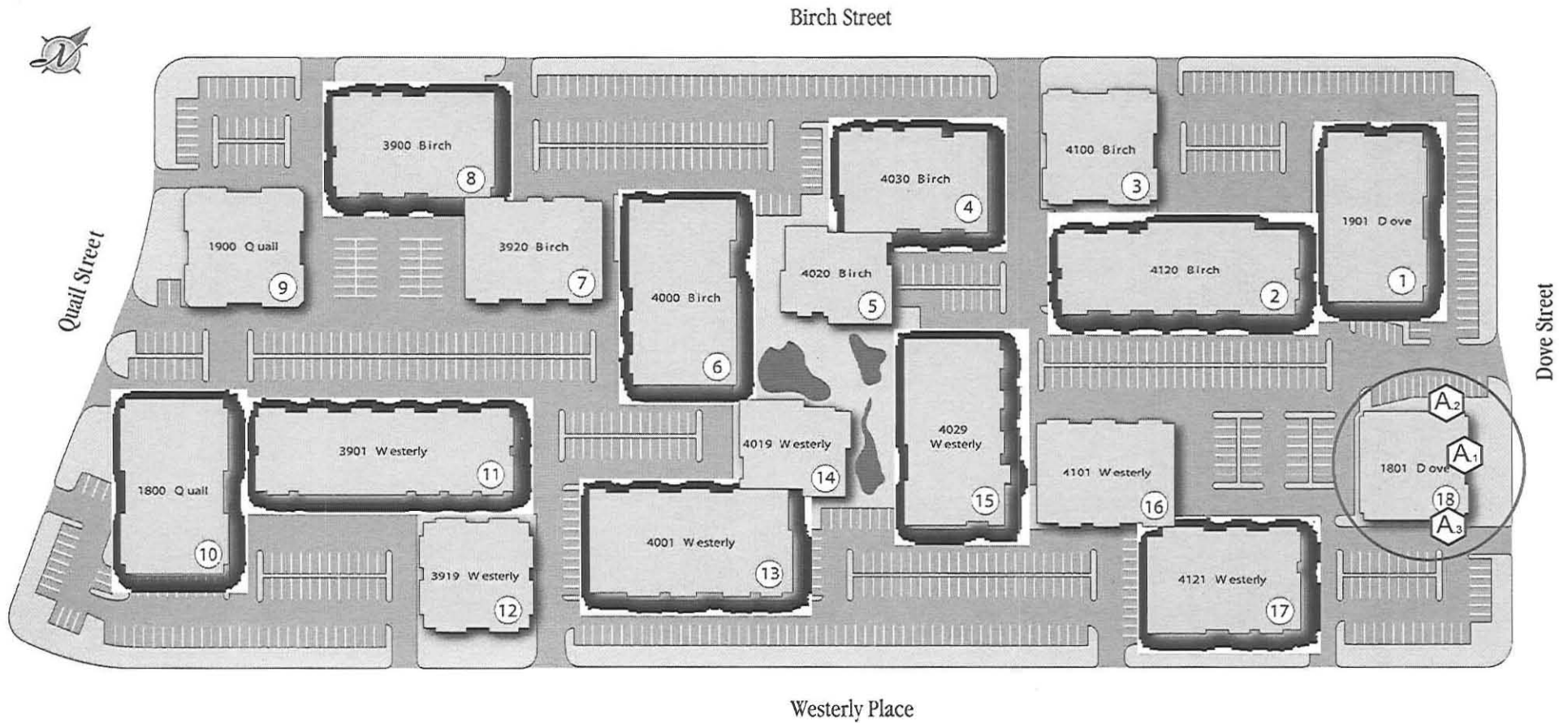


EXHIBIT A.5